

THE

Carolina Farmer



IN THIS ISSUE:



**A Balanced
Farm Program**

Dr. J. H. Hilton

Prince Peanut

George R. Ross

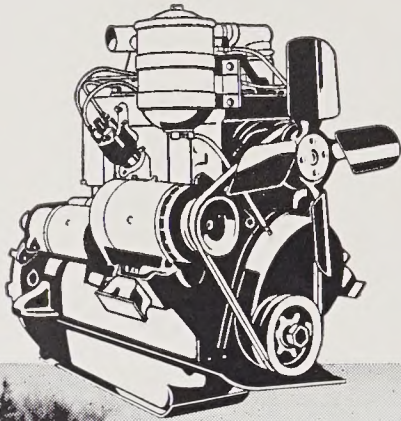
**Cattle Marketing
Plan Announced**

VOLUME III - NUMBER 8

AUGUST - 1948



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CAROLINA WILLYS CO., Inc.

Service—431 Battleground Ave.
Sales—432 N. Eugene St.

Distributors

Greensboro, N. C.

The Carolina Farmer

Carolinas Only Independent Farm Magazine



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Publisher

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National Representative
125 E. 46th St., New York 17, N. Y.

Published Monthly by
THE CAROLINA FARMER PUB. CO., INC.
P. O. Box 2067
GREENSBORO, N. C.
Established 1946

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Volume III

AUGUST, 1948

Number 8

In This Issue

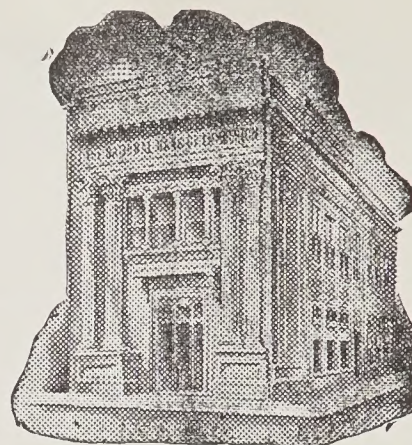
	<i>Page</i>
Reports from Our Nation's Capital—J. E. Jones	5
A Balanced Farm Program—Dr. J. H. Hilton	6
Prince Peanut—George R. Ross	8
Artificial Breeding	9
Clinton, N. C., Is Marketing Headquarters—Earl Howard	10
Copper Goes to Work for the Farmer	11
New Pump Designed for Deep and Shallow Wells	11
The Carolina Homemaker—Miss York Kiker	12
Baked Beans Help Balance the Budget	12
Farm and Home Week Postponed Until 1949	13
Growing Popcorn Made Easier	13
New Publications Available	13
Smithfield Market Continues Expansion—G. Willie Lee	14
Tarboro Tobacco Market Reports—Dixie Davis	15
Cattle Marketing Plan Announced	16
Whiteville Is Leading Again—Dave Neilson	17
Editorial	18

OUR FRONT COVER

Our future editor has his first introduction
to old Dobbin.

THE CAROLINA FARMER is published monthly by The Carolina Farmer Publishing Company, Inc. Entered as Second-Class Matter June 20, 1946, at the Post Office at Greensboro, North Carolina, under the Act of March 3, 1879. Editorial, Executive, and Advertising offices, Third Floor Sutton Building, Greensboro, North Carolina. Subscription price, \$1.00 per year. Copyright, 1946. Title registration applied for.

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THE CAROLINA FARMER



Reports from . . .

Our Nation's Capital

By J. E. JONES

PRESIDENT TRUMAN called the Republican Congress "the worst" ever; and after that he called a special session. Evidently, Mr. Truman is still dissatisfied. Here are 11 reasons:

1. Control inflation. The House and Senate started hearings on the program, but did not agree with the President.

2. The President demanded low-cost housing. Congress responds with "nothing doing" about accepting the White House formula.

3. The Federal Aid to Education bill was not approved. Most people believe that the American school system should not become a Waif of Washington.

4. Increase social security pensions—No action.

5. The President's measure to amend Displaced Persons Act—No action.

6. The President's demand for a loan to build United Nation's headquarters. Deferred, until later-on.

7. Congress gave brief, perfunctory hearings to International wheat agreement.

8. No action on voting funds for the TVA.

9. No action indicated on the President's demand to raise Federal pay.

10. The Civil Rights Program has been a dead duck for 80 years.

11. The President's demand for increased minimum wage levels was put on the waiting list.

The "Score Card" proves that *the President took action for politics only.*

The Congress has tried to be polite (sometimes), but refuses to concede to the wishes of President Truman.

Some of these controversial items may be settled by the voters in November—maybe not!

The Atom Bomb—A New Slant

All of us are familiar with the great scientists who developed the atom bomb and the vast amount of Government money that went into perfecting it. But the noted journalist, and author and radio commentator, Henry J. Taylor, has come up with a new facet on the greatest secret in the history of mankind. Actually, he points out, it was private enterprise that produced the industrial super-marvel which puts the atom

bomb on the mass production line. The principle of atomic energy has long been known. The big stumbling block was the fantastically enormous and complicated designs and machines necessary to release atomic energy. This is the phase that baffles Russia today.

Part of this incredible and hitherto untold story appeared in the August issue of the Reader's Digest and the whole story was told by Taylor himself on his radio program "Your Land And Mine."

During the war Taylor reported via newspapers and radio to America from 32 countries. He has travelled all over the World to find many of the biggest news stories of our day. But none of them was more amazing than his report on atomic energy told from inside of the most closely guarded community in the World—Oak Ridge, Tennessee.

Readers interested in the free Text of this extraordinary series may obtain copies from General Motors, Detroit, Michigan.

Avoid Fire Hazards

Fire losses in the United States during the past year reached the high total of more than \$700,000,000. A large part of those fire losses were traced to the fact that old-fashioned people are still packing away their goods and chattels in old-fashioned ways in closets, attics, cellars and buildings that are obviously fire traps.

But not all the American public is playing fast and loose with their household goods—a fact that is shown in the achievement of the modern household goods storage industry.

Apparently, we will have to credit New York City with having initiated the furniture warehousing business, which has grown like a bean stalk in every part of the continent, until the industry is available to all families who discover the right way to save their goods and wares from going up in smoke.

Political Prospects

Governor Dewey of New York is advising the Republican majorities in the two branches of Congress, but there are no indications that he has assumed the position of "boss." How is the following for a prognostication

that comes from a high source in Washington:

"Dewey is almost as good as in the White House unless Truman can win support of Wallace and Southern Democrats." Labor leaders will not be able to make differences in the votes that will win an election in 1948. Besides, the old-time Roosevelt votes are not going to be cast for the Truman ticket.

Spy Imaginitis

Washingtonians don't believe all that stuff that is taken for granted by a great many people who follow in the tracks of Will Rogers who used to repeat that "all I know is what I read in the newspapers."

One outstanding report featured in headlines of metropolitan newspapers is to the effect that "the District of Columbia is a spy-hotbed." *It is hot* all right, with the weather shooting above 80 for many weeks. But it is not a hotbed for spies! Washington has more political radicals and cranks than any other city. And, there are more political pets and drones yelling their heads off demanding higher salaries and more easy money, than in any other city.

But the constant blat that Communists and other rotten human eggs are employed in large numbers in the Government is considerably exaggerated.

On the other side of the fence, people and top citizens get awfully "het-up" over political differences. That is explained by the fact that they live in the National Capital, where politics had laid out its headquarters for political battles.

Your Poor Little Dollar

Here is an item from a Washington paper that says:

"The dollar is worth less than at any time in 165 years, but it isn't going to fade away as some other currencies have done after wars." If you happen to have a silver cartwheel with the stamp of a dollar on it, or a paper "shinplaster" it is now worth 57 cents compared with 1939. Well, don't worry—with a little added "chicken-feed" you can buy a medium-priced steak with that dollar.

Control of Wages

There will be no Government control of wages as asked for by President Truman because Congress ignores that Truman request.

There will be no changes in the Taft-Hartley Act until next year. Not with Taft around.

Republican statesmen have given a tip that they may produce new labor legislation if there is a change in Administration in 1949.

NORTH CAROLINA should continue to grow enough tobacco, cotton and peanuts to maintain its position as third among the states in cash crop income, but it also should round out its agriculture and use its farm labor to better advantage by producing more livestock, feed, truck and other crops. At the same time it needs to press even harder its fight against soil erosion and should begin to reforest several million acres of worn out farm land and cut-over woodlands.

This is the gist of a report recently submitted to Governor Cherry and a group of farmers and agricultural leaders by Dr. J. H. Hilton, dean of the School of Agriculture and Forestry at N. C. State College. Request for a thorough study of the state's agricultural situation with a view to charting a course for the future grew out of a meeting of farmers and agricultural workers held in the governor's office last November to discuss means of utilizing lands and labor faced with idleness on account of this year's cut in tobacco acreage.

Dr. Hilton's report, however, goes beyond this immediate problem and undertakes to provide "a guide in developing a sound, stable, and more permanent agriculture for our state."

Farmers and other people of the state probably will hear a lot about this report in forthcoming months, for it represents the first step in what very likely will become a long-range agricultural program for North Carolina. Fifty thousand copies of the report are to be printed and distributed and the governor's committee plans to have similar local committees set up in every county in the state to put the program into practice.

"Today our state faces many new and complicated agricultural problems," states a foreword of the Hilton report. "They will be solved only through realistic approach and a willingness on the part of all people to do their part in finding the solutions. This is North Carolina's way of doing things."

The report is divided into three parts: An analysis of North Carolina agriculture and its problems, a suggested program, and recommendations as to "how to get the job done."

One of the big problems considered is means of increasing farm income by using available labor more efficiently. The statement is made that in 1945, when farmers complained of a labor shortage, the labor required on North Carolina farms amounted to 70 million man days while there was

an available supply of 113 million man days.

Pointing out that the average farm in North Carolina has only 26.4 acres of crop land, compared with an average for the country of 76.9 acres, the report says that North Carolina farms are too small for efficient operation. It also says there are too many people on the land to afford them full-time employment.

As southern agriculture becomes more mechanized a danger is foreseen of increasing unemployment unless industrial development takes up the slack or farming is rounded out so as to provide more work the year round.

Declaring that our soils and climate are well suited for certain cash crops, the report recommends that North Carolina farmers continue to grow tobacco and even consider increasing their production of cotton and peanuts.

These three crops, it is pointed out, are grown on one-fourth of the state's crop land, leaving three-fourths that is not utilized to provide its maximum revenue to the farmer.

"Much of this land," it is stated, "could be planted to grain, hay and pastures to (1) offer alternatives of feeding or selling and thus reduce risks; (2) supplement local feed supplies; and (3) provide fixed nitrogen and other nutrients essential to maintaining good soil fertility.

Also, it is stated that there are about two million acres of idle and eroding land which should be planted to trees, and that another two million acres of cut-over land should be planted or assisted in natural reseeding. In addition to the erosion control involved, the report points out that "with reasonable protection from fire, insects, diseases, and from grazing in the Piedmont and mountain sections, farm woods will produce an average stumpage income of \$3 per acre per year. The harvesting and marketing of forest products will provide a labor income of \$12 per acre."

In certain areas, special fruit and vegetable crops offer additional cash-income opportunities, and provide a means of more fully utilizing both land and labor resources.

A Balanced

By DR. J. H. HILTON

*Dean, School of Agriculture and Forestry
N. C. State College*

"Such horticultural crops are confined to soil, climate, and market conditions which are most conducive to profitable production," the report states, and points out, by way of illustration, that "there is no indication that the acreage of early commercial Irish potatoes in Eastern North Carolina can be profitably increased unless considerable improvement is made in quality and in the handling and marketing of these potatoes," but that "the expansion of the sweet potato industry holds more promise."

Other suggested crops are strawberries, which require large amounts of hand labor, and truck crops such as lettuce, snap beans, sweet corn and cabbage. However, the report warns that "for the most part, perishable commercial truck crop production must remain with those farmers having more than average experience and ability to grow and market these crops. Any increase in acreage of truck crops should take place in areas which now have markets or be concentrated to an extent sufficient to justify the development of adequate markets."

The advantages of increased livestock production are discussed in the report. "Livestock returns plant nutrients to the soil. It also provides a means of selling forage crops from much land that would otherwise remain idle. Since the labor requirements for caring for livestock are more evenly distributed throughout the year, this enterprise would help solve the unemployment problem."

Recommendations are made for the selection of livestock best suited to the individual farm conditions. For instance, it is pointed out that "poultry needs little land; dairying requires more labor; hogs require more grain and less roughage than other types." Hogs and dairy animals are particularly recommended for some sections of Eastern North Carolina; poultry and beef for the tobacco belts. A need for increased production of eggs and dairy products for home consumption is stressed.

The need for fuller utilization of available farm labor is discussed throughout the report, and is taken into consideration in most of the rec-

Farm Program

ommendations. "There are too many people on the land to afford them full-time employment. There is an average of less than 20 acres of cropland per farm worker in the state. The average for the United States is 54." Other factors in this problem, it is stated, include the fact that many farms in the state are too small for efficient operation and that most farms are not efficiently organized so as to fully utilize the land and labor.

"The operating capital per farm worker in North Carolina in 1945 was only \$558. The corresponding fig-

is required during the harvesting season, leaving the farmer very little to do on tobacco for several months out of the year."

One of the suggested solutions to the labor problem is the establishment of more industries of the kind which will supplement rather than compete with farming, and provide additional markets for agricultural raw materials. Examples cited are grain drying, cleaning and storing facilities; expansion of the garment-making industry, utilizing cotton grown in the state; industries using such raw materials as soybeans, peanuts and sweet potatoes; canning plants; dehydration plants for forage crops; and dairy product plants.

Voluntary cooperative effort is the suggested means for putting the program into effect. Attention is called to the need for selling the program to the individual farmer, after a decision has been reached as to the desirable over-all plan or pattern. Some of the ways suggested are the use of more demonstrations, tours and exhibits; more effective articles in newspapers and farm magazines; radio programs; and short courses.

The need for more fundamental research on the various agricultural problems is not overlooked in the report. "More basic information on plant diseases, soil fertility, animal nutrition, growing of new crops and better merchandising of agricultural products is needed before we can get at the practical solution of these difficulties. To bridge the gap between research and practice, improved methods developed in the experimental plot and greenhouses should be further tested in general farming practice before being urged upon the public."

The lack of adequate marketing facilities, as a major handicap in producing more grain, livestock and special crops, is also noted.

The report warns that marketing adjustments must accompany changes in the agricultural program of a community. Research on consumer preference for farm products is suggested as one aid in increasing consumption.

"A recent study of consumer preferences for sweet potatoes in North Carolina indicates that income, price and quality are important factors relating to the preferences expressed by consumers," it is said. "Other

aspects of such studies could give valuable information if directed toward determining preferences as to sizes, and types of packages."

Part I of the report is devoted to a brief analysis of North Carolina agriculture. It is stated that of the 31½ million acres which comprise the state, 18,617,932 are in farms, and that of this farm acreage, slightly over 40 per cent is classified as cropland. In 1945, 39 per cent of the state's total population was engaged in farming, with another 22 per cent living in rural areas or villages of less than 2,500 population.

North Carolina's rank, in 1946, among the 48 states is given as follows: second in farm population, third in cash farm income from crops, 29th in cash farm income from livestock and livestock products, and 13th in total cash farm income, with a per capita cash farm income of \$550, as compared with \$1,005 for the United States. Of interest is the statement that per capita cash farm receipts in 1946 were about three times as large as in 1941, although it will be seen that in 1946 it was still only little more than half the comparable figure for the nation as a whole.

It is also significant to note that 83 per cent of the cash farm receipts came from crops, with the three major crops, tobacco, cotton and peanuts, accounting for 71 per cent of the total; tobacco alone accounting for 57 per cent.

Prices for Sheep and Lambs Soar

The sheep industry looms big. Prices for wool improve and lamb prices soar. Five cooperative shipments from North Carolina to market. Choice lambs sold for 31 cents per pound at car door. Even medium and common lambs are bringing 20 to 25 cents per pound.

Recent shipments from Tarboro, Plymouth, Swan Quarter, North Wilkesboro and West Jefferson have been so pleasing to growers that many are enlarging their flocks and others are starting new ones. Orders for breeding ewes are difficult to fill because of the scarcity brought about by high prices and growers who are determined to save all good breeding ewes for future use.

It's the old story—sheep pay always when given proper care. The future looks bright not only for sheep but for all livestock. Start with a few sheep—high grades—but use a good purebred ram. We have markets at our door for both wool and lambs. Inject good business with sheep and other livestock. They will pay now and in the future.

Sources of Cash Farm Receipts, North Carolina, 1946

	Amount	% of Total
CROPS		
Tobacco	\$436,761,000	57.1
Cotton	74,090,000	9.7
Peanuts	30,346,000	4.0
Corn	11,134,000	1.5
Small grain	9,951,000	1.3
Hay	3,063,000	.4
Soybeans	5,496,000	.7
Other	62,553,000	8.2
Sub-total	\$633,394,000	82.9
LIVESTOCK AND LIVESTOCK PRODUCTS		
Cattle and Calves ...	17,940,000	2.3
Hogs	20,527,000	2.7
Sheep and Lambs	276,000	.04
Wool	90,000	.01
Dairy Products	29,574,000	3.9
Poultry	28,936,000	3.8
Eggs	21,771,000	2.8
Other	685,000	.09
Sub-total	\$119,799,000	15.6
Government payments	11,211,000	1.5
Grand Total	\$764,404,000	100.0

ure for the United States is \$1,627." A comparable deficiency in machinery, tools, land, buildings, and livestock is indicated. "Under present conditions, labor is the largest single item the farmer has to sell." The further complication of seasonal labor shortages is discussed, occasioned by the requirements for most crops grown in the state, while at other times many farm workers are idle. "For example, an acre of tobacco requires about 40 days of man labor, but most of this

PRINCE PEANUT

By **GEORGE R. ROSS**
Marketing Specialist
N. C. Department of Agriculture

Asage down in Chowan said, "Everything that is good in Virginia comes out of North Carolina." The most famous peanut in the world is the Virginia-Type, grown in the Albemarle Sound section, with its large white tasty kernel.

Cotton, tobacco, and corn are dominating crop masters in our social and economic life, but the peanut is the prince and heir-apparent.

One of the most active civic clubs will hold its International Convention in Madison Square Garden July 26-29; and there under the flags of many countries the Lions of North Carolina will have a display of Virginia-Type peanuts grown in North Carolina—because North Carolina is the greatest producer of Virginia-Type peanuts and 20 to 25 counties derive from the peanut crop their greatest source of income.

In spite of discrimination by railroad freight rates favoring Virginia over North Carolina points, several cleaning and shelling plants have developed in North Carolina during the last 20 years; however, Suffolk and other points just a little over the line in Virginia remain the predominating trade centers for peanuts.

North Carolina farmers plant 300,000 acres of loamy soil to peanuts and derive annually 30 million dollars. North Carolina should clean and shell the total production of 305 million pounds, but I doubt if our 16 cleaning and shelling plants handle as much as the 170 million pounds of farmers' stock produced in Virginia.

We are going to be hearing more about "Prince Peanut." The time may come when peanut milk and ice cream will be served in our soda shops. Tired muscles have responded to a massage with peanut oil. The laboratories are now experimenting with paints and dyes made from the peanut. Out of the dreams of the old colored scientist, Dr. Carver, and others already have come a multitude of commodities in everyday use.

Peanut butter, salted peanuts, peanut candy, both brittle and chocolate bars, are as much in evidence on our confection counters as many other products.

Roasted peanuts, the oldest method of marketing these meaty nuts, still hold a popular place in the distribution of this product at every ball

game, Agricultural Fair, City Park, circus, and on street corners.

In the commercial operations peanut oil for vegetable shortening, cooking fats, oleomargarine, and salad oil is of importance equal to that of corn and cottonseed oils. Peanut meal is an approved feed, and often the hulls provide fuel for peanut mills.

In the United States one billion pounds of peanuts are picked and threshed annually, and from this same operation thousands of tons of

cause of its food value. Fifteen wild varieties of peanuts have been traced across the continents from South America to Africa and then to the United States, brought here during the days of the traffic in slaves.

The first machinery for cleaning peanuts was developed in 1876, and a plant was located in New York and also one in Norfolk, Virginia; but the big push for peanuts in the South came after the boll weevil entered the cotton belt. The Virginia-Type peanut has never been popular south of the Virginia-Carolina area; but the Spanish and Runner types, which produce smaller kernels but more oil,



HARVESTING, PICKING, AND BALING

valuable peanut hay are saved for winter feeding to cattle. This crop, as a pasture, has untold value because more than a million acres each year are "hogged-off" to the enrichment of the "laissez faire" hog farmers.

Prior to 1930, China, Japan, Spain, and the Philippines shipped peanuts in large quantities into this country. However, these imports have been lighter since 1930 due to markets elsewhere and our protection by the tariff.

Because of the meaty nuts, oil, and hay, "Prince Peanut" stands out as a growing cash food-and-feed crop for the South.

The peanut became a product of importance during the Civil War be-

have grown in popularity and by 1910 cleaning and threshing plants were in all the Southern States.

There are three general types of peanuts: the Virginia-Type, large podded with red skins, referred to as "bunch jumbo"; the Spanish-Type, small podded nut with brown skin and high in oil content; and the Runner-Type, with a medium sized kernel and reddish brown skin.

The cost of harvesting and marketing peanuts varies from section to section; but very often the operators of the threshers and pickers (they are both machines not unlike threshers for wheat) and trucks contract to do the whole job from the field to the processors, and the charge may

include furnishing the bags and the cost of inspection and grading.

The production of peanuts is financed largely by "time" merchants and the Production Credit Associations; and the profits made from the sale of seed, fertilizers, lime, land plaster, and bags is attractive enough that the merchants encourage the production of peanuts as they do other readily marketable cash crops.

One of the greatest dangers in our peanut industry is that the nuts are sometimes pushed into the market so fast at harvest-time the market declines because sufficient facilities are not available to warehouse farmers' stock for winter sales.

Peanuts are included in the U. S. Warehouse Act, and there are Government Grades for both farmers' stock and for shelled peanuts. However, there is very little trading in futures and local capital should be encouraged to provide public storage facilities.

Because of the enormous production of 5 to 6 billion pounds of peanuts in British India and the several large oil processing mills located at Dakar, Africa, we cannot compete in exports of peanuts and peanut oil other than to Cuba, Canada, and Mexico.

The production of peanuts in the Virginia-Carolina area and in the Alabama-Georgia area is of greatest importance to all agricultural planning. We must give careful attention to the production of quality peanuts and to the careful handling and processing of these nuts into an ever-increasing number of commodities for sale in this country. The seven states consuming the largest amount of peanuts are Illinois, Indiana, Ohio, Pennsylvania, New York, Massachusetts, and California. The second group of importance in the consump-



STORING

tion of peanuts includes Wisconsin, Michigan, Iowa, Virginia, and Georgia.

We have in "Prince Peanut" a southern product of great food and feed value from which we may develop a commerce equal to that of either cotton, corn, or tobacco.

THE CAROLINA FARMER

Artificial Breeding

We were recently asked by one of our readers what we thought of artificial insemination rings. He then added, "I have never been too enthusiastic about them; in fact, I am beginning to feel against them." He had in mind that perhaps if artificial insemination becomes the general practice among the breeders of dairy cattle, there will be a restricted market for bulls. He also heard that some artificial insemination rings were suffering from the carelessness of indifferent or incompetent inseminators.

This breeder is right in thinking that we would undoubtedly sell fewer registered bulls. In many cases this would be an advantage to the dairy farmer, for we are selling too many bulls without records that determine their value. Quite a percentage of registered bulls do not improve the production of a dairy herd but carry it to a lower production. If it weren't for establishing a bureaucracy, we would be in favor of not permitting a registered bull to be sold for breeding purposes unless his ancestry had made reasonably good records.

At present we need not worry about the market for well-bred dairy bulls. The demand is beyond the supply. Artificial insemination rings are attempting to get the best bulls, and they are buying bulls proved for good production. This means the dairy farmer will get the use of better bulls than he would if he purchased from those who make no records on their cows.

After all, isn't it of the greatest importance that we be directed to rendering a service to the greatest number of people within our industry? We would like to see every breeder sell his bulls to good advantage, especially if he has well-bred bulls, but the larger interest with us lies in the man who is milking cows for a living. We can't object to an undertaking that is trying to supply the dairy farmer with better breeding and, in many instances, at lower costs. We do not make progress by looking after the few; it is by looking after the many that we advance.

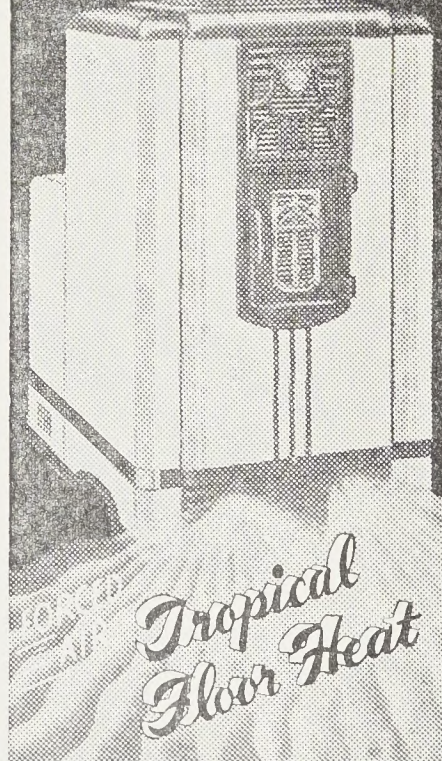
While it is true artificial insemination rings give opportunity to use extensively our best sires and to provide the farmer with a good service, we regret to call attention to the fact that there are some artificial insemination rings that are not rendering the best service possible. A few will want to entirely commercialize this service to the farmer. While there is no possible objection to artificial insemination rings making money, their chief purpose should be to render a good service.

This means the selection of good bulls and the careful handling of them so there will be no dissemination of disease through their use. Unfortunately, instances are reported where bulls have been used ex-

tensively, basing their worth upon their pedigrees rather than upon their performance. There have been instances, too, where disease has been spread among herds where artificial insemination is followed. This being true, every person who desires to breed his cows artificially should make certain he is buying a service from a reliable institution, one that has good bulls and operated by men following good sanitary practices.—*Hoard's Dairyman*.

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CLINTON, N. C., IS MARKETING HEADQUARTERS

By EARL HOWARD

With the completion of negotiations for the location of a \$350,000 meat packing plant in Clinton, the town has taken another huge step forward in the overall program to make Clinton the marketing headquarters for eastern North Carolina.

Pointing up this fact are figures which show that roughly one million dollars

has been expended in Clinton in the past three and half years to provide marketing facilities for growers in eastern North Carolina.

First came the tobacco market, which began in 1945 with three warehouses and now boast six modern warehouses with a combined floor space of 350,000

square feet. Then came the modern steel and concrete produce market at a cost of around \$100,000. And now with the completion of plans for the erection of the meat packing plant at a cost of \$350,000, it is the belief of officials of the town and the Clinton Chamber of Commerce that no town in North Carolina can match the facilities provided for the growers of farm produce and livestock.

The packing plant is expected to get into operation by January 1, 1949 with a capacity of 60 hogs and eight to ten cattle per hour. The plant will make available a local means of utilizing the livestock grown in eastern North Carolina, much of which has in the past been shipped out to northern and mid-western packing plants and then shipped back into the state in the form of the finished product.

In addition to the market feature, the plant will provide employment on a year round basis for about 75 persons and will add considerably to the amount of money spent in this fast-growing Sampson county town.

Four years ago Clinton was a marketing center of a sort. Almost all of the crops grown in this section of the state could be marketed in a fashion, with the exception of tobacco. But the proper facilities were lacking and the fact became so apparent that a move to provide just as complete facilities as possible was taken.

The first break came with the opening of the tobacco market, which has in the past three years, paid the pockets of the growers over 15 million dollars. Clinton provided a market for the upper Southeastern section of the state and made it unnecessary for the grower to drive long distances before he could place his tobacco on a warehouse floor.

The first year the market was in operation, the poundage figure for the season was 11,152,553 pounds, the second year, 13,565,781 pounds; and last year 14,174,481. And for 1948, prospects are considered good for the further development of the market despite the nearly 30 per cent cut in the acreage total and a bad tobacco year due to dry weather.

A NECESSITY ON THE DAIRY FARM

Making running water available at all times on dairy farms not only saves labor but results in greater milk production per cow. In a 10-cow herd such a saving in labor would amount to approximately 40 minutes a day or a reduction of one-fifth of the labor required. The average milk production of cows that have water available at all times is about 400 additional pounds per cow, or an increase of about 8 per cent above that of cows watered in the barn once or twice a day.

The Legal Way IS THE Sensible WAY

*Defeats the
Bootlegger*

*Assures
Needed
Revenue*

*Serves
Moderation*

In practically all North Carolina counties, beer is sold by licensed dealers—sold the legal way.

This, we know, is the sensible way.

It cuts the ground from under the bootlegger.

It assures to counties and municipalities a steady flow of revenue, without which public services would have to be curtailed or taxes raised.

It serves the cause of moderation by making legally available the beverage of moderation—beer.

Our purpose is to see that beer is sold in clean, law-respecting outlets—and nowhere else. You contribute to this end, and help protect the millions in beer tax revenue, by giving your patronage to those dealers (the overwhelming majority) whose establishments are a credit to their communities.

NORTH CAROLINA DIVISION
UNITED STATES BREWERS FOUNDATION
Suite 635 Insurance Building, Raleigh, N. Carolina



Copper Goes To Work For the Farmer

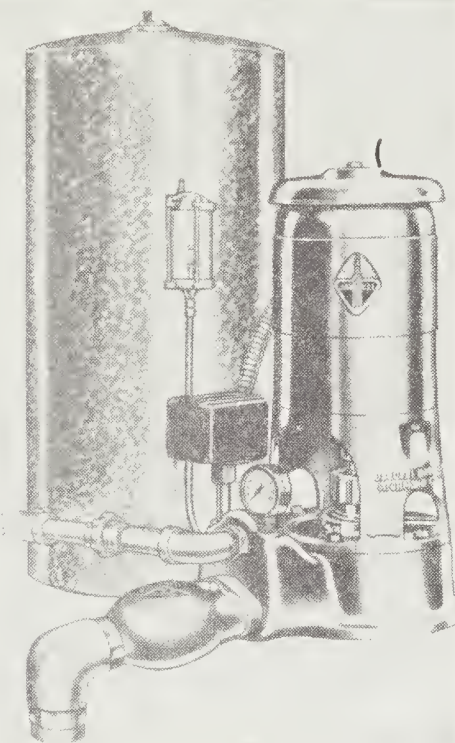
American farmers today enjoy a higher standard of living than kings and princes did just a few generations ago and, in fact, better than most of them can boast of at the present time. Each year thousands of farms are being equipped with modern pumping and water distribution systems. Piping in the farm house is making available plenty of water for drinking, bathing, cooking and washing dishes, floors and clothing. One of the reasons that Americans are the healthiest people in the world is the fact that they use more water per capita—average is 35 gallons per day—than any other nation in the world. In addition to modern plumbing in the home, an increasing number of farms are installing piping systems for barns, dairy houses, watering troughs, lawn sprinklers and fire protection. And because most of them want permanence, they are choosing copper tube with soldered fittings for these pipe lines. Copper tube is more economical to install, is rustproof and withstands corrosion. It will provide long and satisfactory service.

If the present trend continues, most livestock and poultry in this country will enjoy better living conditions than many people in other lands. As mentioned above, water is piped right into the dairy barns and hen houses. In most dairy barns, for example, each cow has an individual drinking cup. Latest development is the introduction of radiant panel heating into dairy barns and hen houses. Dairy men contend that cows standing on heated floors will deliver more milk than those standing on straw in cold stalls. Poultrymen report that hen houses equipped with radiant heat result in a higher egg production during the winter months. In radiant heating, hot water is circulated through copper tube, arranged in coils and panels which are embedded in the floor, producing what is being widely heralded as the ideal heating system. Radiant heat, such as is produced in nature by the direct rays of the sun, creates warmth by controlling heat loss from the body of a man or animal rather than by heating the mass of air surrounding them. The same system has been installed in thousands of homes with outstanding success. Copper tube is being widely specified for the piping in radiant panel heating system. Farmers who have installed radiant heat in their dairy barns and hen houses have reported most satisfactory results and claim that increased production soon pays for the installation.

The number of potential layers (hens and pullets of laying age plus pullets not of laying age) on the Nation's farms August 1 was 603,890,000—3 percent more than a year ago.

New Pump Designed for Deep and Shallow Wells

This month Jacuzzi Bros., Inc., unveiled a revolutionary new pump designed to serve both shallow wells and deep wells to 40 feet. This new self-priming pump—called "Speedi-Prime"—is now in production in the Jacuzzi plants at Richmond, California, and St. Louis, Missouri, to solve the problem of border line cases—



where the water level is sometimes too near the surface to justify a deep well pump installation and at other seasons where the water level lowers out of range for the general run of shallow well units.

According to Vice-President Candido Jacuzzi, the "Speedi-Prime" is an adapta-

tion of the Jacuzzi deep well injector pump for shallow well use. For general use, the injector is attached at the base of the pump rather than in the well. With the injector at the pump base, the Jacuzzi Speedi-Prime is an ideal self-priming pump for use on small diameter shallow wells or on driven wells. It is the injector principle that permits the pump to operate quietly, without gears, reciprocating parts, or belts to cause vibration and throbbing.

Special features of the new pump are: quick-priming (32 feet in 4 minutes according to actual test), wide horsepower and capacity range, choice of over-the-well or offset installation, elimination of need for pump stand, used with standard tank, can pump from depths to 40 feet.

A new colorful, six page, illustrated bulletin describes the new type pump. It may be had free by writing: Jacuzzi Bros. Inc., Richmond, California.

Experienced hog feeders claim that tests show that fall pigs have made 15 to 17 per cent cheaper gains (using the ratio of 200 pounds of hogs to 20 bushels of corn) when given all the warmed water they would drink, than fall pigs given only cold water. One half of a hog's body, live weight, is water. The use of a tank water heater is made possible by an electric water system. It's easy to see why an electric water system, supplying plenty of running water for thirsty hogs, pays for itself in a short time, in addition to eliminating the back-breaking labor that carrying water buckets means to every farmer who relies on the old hand pump.

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Shop With Confidence — Wear With Pride

.. The Carolina Homemaker ..

By MISS YORK KIKER, *Home Economist*

Baked Beans Help Balance the Budget

The custom of thrifty New Englanders of serving Baked Beans and Brown Bread every Saturday night deserves special recognition at our present-day tables. The main dish of baked beans furnishes both good nutrition and good eating and, at the same time, makes an important contribution toward balancing the cost of our much-too-high food budget.

For their cost, dried beans supply a great variety of nutritive essentials. Besides starch for energy, they provide a good amount of vegetable protein together with vitamin B1, calcium, phosphorus, and iron. Baked beans are a good alternate for meat—and not just on Saturday night. Beans are a practical food as one can prepare two or three times the quantity required for one meal and serve them later in various other ways.

A delicious baked-bean menu might consist of baked beans, brown bread, a green salad or cole slaw tossed with a zippy salad dressing, and a fruit dessert.

Quick Baked Beans

- 1 lb. Pea beans (about 2 cups)
- 1-½ teaspoons salt
- 1 medium-sized onion
- ½ cup molasses
- 1 teaspoon dry mustard
- ½ teaspoon ginger
- ½ cup catsup
- ¼ lb. salt pork

Wash beans; cover generously with cold water and soak overnight. When ready to cook, add salt and onion and, if necessary, add additional water to cover beans. Bring beans to a boil and simmer until tender. Remove onion. Drain and save liquid. Combine molasses, spices, catsup, and 1-½ cups bean liquid. Pour boiling water over salt pork and dry with a clean cloth. Place half of pork in bottom of bean pot. Add beans. Place remaining pork on top of beans. Add liquid mixture. Cover. Bake 1-½ hours in moderately slow oven (325 degrees). Remove cover and bake 15 minutes. Yield: 8 to 10 servings.

Open-Face Bean Buns

- Baked beans
- Hamburger Buns
- Sliced onion, tomatoes, or bacon

Split hamburger buns in half. Spread left-over baked beans on each half of bun. Top the beans with sliced onion,

sliced tomato, or sliced bacon about half cooked. Place under broiler at 375 degrees until lightly brown. Serve hot.

There are still enough warm days left that you will be resorting to sandwiches to help cut down on your cooking. Just try these suggestions for taste treats to say nothing of the high food value you are getting. Be sure to team these wholesome sandwiches with cool crispy salads. What more could you ask for a hot summer night's supper?

Cottage Cheese-Apple Butter Sandwich Filling

- ¾ cup cottage cheese
- ¼ cup apple butter

Combine cottage cheese and apple butter.

Yield: 1 cup, or filling for 5 sandwiches.

Cranberry-Cheese Sandwich Filling

- 1 (3 ounce) package cream cheese
- ½ cup strained cranberry sauce

Combine cream cheese and cranberry sauce. Whip with a Dover beater until smooth.

Yield: ¾ cup, or filling for 5 sandwiches.

Cream Cheese-Bacon Sandwich Filling

- 1 (3 ounce) package cream cheese
- 2 tablespoons soft butter
- 2 tablespoons milk

- ¼ teaspoon celery salt
- ½ cup chopped, cooked bacon

Combine cream cheese, butter, milk, celery salt and bacon.

Yield: 1 cup, or filling for 5 sandwiches.

Date-Peanut Butter Sandwich Filling

- ½ cup chopped, pitted dates
- ½ cup peanut butter
- ¼ cup mayonnaise or salad dressing

Combine dates, peanut butter, mayonnaise and salt.

Yield: 1 cup, or filling for 5 sandwiches.

Prune-Peanut Butter Sandwich Filling

- ½ cup chopped, cooked prunes
- ½ cup peanut butter
- ¼ teaspoon salt

Yield: ¾ cup, or filling for 4 sandwiches.

* * *

These are so easy and so good for warm days.

Chocolate Haystacks

- 1 pkg. Semi-Sweet Chocolate Morsels
- ¾ cup bran
- ½ cup shredded coconut

Melt chocolate over hot water. Stir in coconut and bran. Drop by teaspoons on greased cookie sheet, and chill until firm.

Yield: 24 stacks.



BAKED BEANS

—Photo courtesy American Molasses Company

Variations:

1. Add $\frac{1}{2}$ teaspoon almond extract.
2. Pat into hollow molds. When thoroughly chilled, fill with ice cream and serve immediately.

* * *

Summer is cookie time! For young and old these are sure to please.

Chocolate Kisses

MELT OVER HOT WATER

1 pkg. Semi-Sweet Chocolate Morsels
BEAT

3 egg whites until stiff, but not dry

1 cup sifted confectioners' sugar, a little at a time

FOLD IN

$\frac{1}{2}$ cup crumbled saltine crackers

Melted chocolate

Drop mixture by teaspoonfuls on greased cookie sheet.

BAKE AT: 350 degrees.

TIME: 14 minutes.

Yield: 4 dozen.



CHOCOLATE KISSES

— Courtesy Nestle's Chocolate Test Kitchen

Farm and Home Week Postponed Until 1949

Farm and Home Week, annual State-wide gathering of farmers and farm women which had been scheduled on the State College campus from August 30 to September 3, will not be held in 1948, it has been announced by Dr. I. O. Schaub, director of the North Carolina Extension Service.

Decision to postpone the event until the summer of 1949 was made in Raleigh recently after a conference of officers of the State Farmers Convention and the North Carolina Federation of Home Demonstration Clubs with Dr. A. C. Bulla, Wake County health officer, and other College and farm leaders.

Director Schaub expressed regret that the College could not have the farmers and their wives as guests this summer. "We feel, however, that the decision to postpone Farm and Home Week is advisable under the circumstances," he said. "We could not ask the people of the State to take any health risk by attending so large a gathering."

It was also decided to cancel plans

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for the older youth gathering which had been suggested as a substitute for the annual 4-H Club Week. The 4-H program, scheduled for the week of August 23, had previously been cancelled because of the prevalence of polio in the State.

The College had made plans to entertain 5,000 or more farm men and women and had prepared one of the best programs in the recent history of Farm and Home Week. More than \$6,000 worth of farm machinery, equipment, and other gifts had been secured for use as prizes.

Growing Popcorn Made Easier

Now that hybrid field corn is being grown on so many farms in North Carolina, production of popcorn has become a much simpler matter, according to Dr. R. P. Moore, head of the North Carolina Crop Improvement Association.

Heretofore, Dr. Moore explained, farmers have been wary of growing popcorn because the crop would cross-pollinate with field corn and thus ruin field corn seed for the following year. However, hybrid corn, which is now being widely used in North Carolina, is produced from new seed each year, and it is therefore unnecessary to protect either the hybrid field corn or the popcorn from pollen of the other type.

Furthermore, Dr. Moore said, contrary to popular belief the pollen from field corn does not change the popping characteristic of the popcorn during the year that cross-fertilization occurs.

Popcorn can be produced simply by planting two or three sections of rows in a field of hybrid corn, Dr. Moore said. Farmers who have recognized the superior merits of adapted hybrids of both

field corn and sweet corn will want to use a hybrid popcorn. Purdue 31 and 38 have been found to out-yield and out-pop the old South American variety.

Dr. Moore advised farmers not to produce popcorn for sale unless arrangements for handling the crop have already been made.

New Publications Available

Flue-Cured Tobacco Barn Construction, Extension Circular No. 316. Prepared by R. R. Bennett, the bulletin contains only four pages of written matter, but supplementary to this are 17 detailed drawings most helpful for best construction. This is a most helpful publication for the farmer who plans to build new tobacco barns.

Canning Fruits and Vegetables, Extension Circular No. 271. This is a reprint of that popular 31-page bulletin which was prepared some time ago and has come off the press just in time to be of valuable use to homemakers with their summer canning.

North Carolina Farming Guide, Extension Circular No. 263. Moyle S. Williams has revised the information contained in this 48-page publication, making it into a complete calendar for the farmer to follow through each month. An idle farmer will find many things from reading the circular that will keep him busy.

Establishing and Improving Permanent Pastures in North Carolina, Experiment Station Bulletin No. 338. Twenty-eight pages chocked full of helpful information on permanent pastures. W. W. Woodhouse, Jr., and R. L. Lovvorn are the authors.

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Smithfield Market Continues Expansion

By G. WILLIE LEE
Sales Supervisor
Smithfield Tobacco Market

SMITHFIELD Tobacco Board of Trade, inspired by one of the best seasons in its history in 1947, when 31,127,274 pounds of tobacco were sold by local warehouses, is cooperating with local interests to increase its facilities so that a larger amount can be handled in 1948. Officers of the Smithfield Tobacco Board of Trade are E. P. Cunningham, president; H. H. McCormack, vice-president; and G. Willie Lee, secretary-treasurer and supervisor of sales.

Smithfield market is growing in popularity, and a large amount of the credit for this increasing popularity goes to the local warehousemen and other tobacco-nists, who have won the confidence of growers through fair and honest dealing, and through exhibiting a sincere concern for high prices and the prosperity of their farmer customers.

A Steady Growth

Situated in the center of some of the richest tobacco land in the world, the Smithfield market has enjoyed a wholesome and steady growth for years, during which time accurate records of sales have been kept. Market is also in the center of Johnston County, the world's second largest producer of the finest type of bright leaf tobacco.

Around 100 million pounds of the best cigarette type of tobacco are grown within a radius of twenty-five miles of Smithfield. Johnston County alone, with Smithfield in its center, produced many million pounds of this tobacco in 1947, with 31 million pounds being sold in Smithfield. The market is bursting at its seams, trying to grow larger and larger.

Facilities on the Smithfield, North Carolina, market, at the present time, are excellent. Employing approximately four hundred persons with an annual payroll of more than \$260,000, the Bright Leaf and Burley Tobacco Company, headed by E. P. Cunningham, president and treasurer, is entering its 14th year as the only stemming and redrying plant in Smithfield.

The plant, one of the greatest assets to Smithfield's rapidly growing leaf market, handles an annual volume of 12,000,000 to 15,000,000 pounds of bright leaf and burley tobacco, buying chiefly in Smithfield.

Housed in a brick structure covering an entire block, the stemming and redrying plant includes stemming rooms which are air conditioned, and are among the most modern and up-to-date in the south. There are eight stemming machines, two large redrying machines, with all auxiliary equipment.

A new building has been constructed, and is being used to store tobacco before it is stemmed and redried. The building is a modern, brick, fireproof structure, with 27,000 square feet of floor space. The plant's redrying capacity is around 150,000 pounds of tobacco per an eight-hour day.

Many Other Buyers

Other companies, who purchase tobacco on order, and on their own account, include the following: O. W. Dudley Tobacco Company, Smithfield Tobacco Company, Garrett-Ficklen Tobacco Company,



G. WILLIE LEE

Dixie Leaf Tobacco Company, and the Washington Tobacco Company.

There will be eight large modern tobacco warehouses, with 600,000 square feet of floor space, operating in 1948. The eight warehouses will be operated by five warehouse firms as follows: Dixie Growers Tobacco Warehouse, owned and operated by J. B. Wooten, J. J. Broadhurst, Jr., B. W. Booker, G. G. Adams, C. E. Stephenson, Paul E. Johnson, R. L. Moore, W. S. Marcom, and Sam Cooper; Wallace Tobacco Warehouse, owned and operated by Dixon Wallace, Lawrence H. Wallace, and Holton Wallace; Gold Leaf Tobacco Warehouses, owned and operated by R. A. Pearce, Frank Skinner, and Oscar Boyette; Perkins Riverside Tobacco Warehouse, owned and operated by

N. L. Perkins, Sr., Mrs. N. L. Perkins, Sr., N. L. Perkins, Jr., and Eddie Perkins; Farmers Tobacco Warehouse, owned and operated by Darius Wilder, N. L. Daughtry, and W. L. Kennedy; Big Planters Tobacco Warehouse, owned and operated by Walter A. Carter, James R. Creech, Jr., and E. Hatton Valentine.

Over Half Century

Smithfield tobacco market, entering its 51st season of loose leaf tobacco sales, here since 1919, when the first sales records were kept, is the largest market in with about one-half billion pounds sold the United States with two sets of buyers.

Although the modern tobacco market was established here in the Fall of 1893, the first warehouse was built in Smithfield in 1770, after the Colonial Assembly passed an act calling for its establishment, and authorizing the levy of a poll tax to pay for its construction.

One hundred and seventy-seven years ago tobacco was inspected in the first warehouse at Smithfield, place in hogsheds, and the tax stamp affixed before it was put on flat boats, and sent down the Neuse River to New Bern for shipment by sailing boats to England.

But the modern market goes back to 1898 or its beginning, when the first warehouses then were the Banner, located on the Gabriel Johnston Hotel site, and operated by Skinner and Barham, and the Riverside, located where the Perkins Riverside Warehouse stands, and operated by Ragsdale and Thomas.

Banner warehouse was destroyed by fire about 17 years ago, but the Riverside Warehouse was never completely torn down and was converted back into a warehouse two years ago by Jack Broadhurst and N. L. Perkins.

Smithfield tobacco market, having established national records for sales with one and two sets of buyers, as it nears its 51st birthday, places its bid for a third set of buyers.

Here are the official figures on the volume of sales in the Smithfield tobacco market from 1919 to the present. Figures for years prior to 1919 are not on record: 1919, 6,532,850; 1920, 4,924,603; 1921, 2,160,960; 1922, 1,995,297; 1924, 2,207,768; 1925, 3,506,507; 1926, 3,088,716; 1927, 3,648,761; 1928, 4,237,726; 1929, 5,538,332; 1930, 8,683,892; 1931, 6,514,351; 1932, 3,062,885; 1933, 7,412,725; 1934, 7,049,033; 1935, 10,725,124; 1936, 6,964,72; 1937, 11,519,212; 1938, 8,939,424; 1939, 17,082,974; 1940, 9,780,258; 1941, 10,479,581; 1942, 16,672,342; 1943, 16,285,116; 1944, 33,023,182; 1945, 29,157,418; 1946, 35,022,227; 1947, 31,127,274.

TARBORO TOBACCO MARKET REPORTS

By DIXIE DAVIS

It was 'way back in the 1890's when the first tobacco market began operating in Tarboro—and it was just a short while later that it folded. But in 1918, the market reopened here and, with aggressive advertising by local tobaccoists and merchants, it has grown steadily until it now ranks near the top of one-sale markets in the fine-cured belt.

The tremendous progress of the Tarboro market is perhaps best illustrated by an embarrassing incident that happened last year during a broadcast by a well-known sales supervisor on a nearby market. On this particular occasion, the supervisor, whose name must be sympathetically deleted, was interviewing several farmers who were selling their tobacco on his market. Like most sales supervisors, he had great pride in his own market and was continually promoting sales.

Noticing a Negro farmer standing by a pile of tobacco, he naturally assumed that he, too, was a patron of the market. He carried the "mike" over to the Negro and asked him where his farm was located.

"Just outside town," was the reply.

"Is your tobacco good this year?" the supervisor asked.

"Yassuh."

"I suppose you've been getting good prices," hinted the supervisor.

"Yassuh," the Negro replied.

"Of course, you've been selling your tobacco here," asked the supervisor with a tone of certainty in his voice.

"No, suh," answered the Negro. "I bin selling all mine in Tarboro."

Total annual sales on the local market have more than doubled since 1944. In that year, about six million pounds of tobacco were sold here. This increased to nine and a half million in 1945, twelve and three-quarters million in 1946, and almost fourteen million in 1947.

This progress has been caused by many things—but the farmers who come here to sell their leaf will tell you there are three main contributing factors. First, they say, is the courteous treatment they receive from warehousemen and their sales forces. Second is the ability of the market to obtain an unusually strong set of buyers representing all domestic and foreign purchasers. Third is the well-rounded tobacco experience displayed by the warehousemen and sales personnel.

During 1947, Tarboro was ranked as the third largest one-sale market in the eastern North Carolina belt. And this was no accident. All of the warehouses here and their operators—Sam McCon-

key and Slim Johnson at Clark's Number 1 and 2; Gene Simmons, Don Gilliam and C. J. Weeks at Victory Number 1 and 2; and Lawrence House, Joe Bunn and Aaron Gardner at Farmers Number 1 and 2—all of these contributed their share in carrying the Tarboro market so close to the top.

Some of the old timers claim the highest price for a pound of tobacco was paid here in 1919—\$1.35. Even last year, while it was not a general practice, 85 cents per pound was paid for some tobacco suitable for very fine number one wrappers.

For many years now, the United States Department of Agriculture has had government graders on the Tarboro market. As a matter of fact, Tarboro and Farmville were the first markets in the eastern belt to have federal graders.

The local market is scheduled to open this year on August 19 and Tarboro tobaccoists, even with the acreage reduction in effect, have set as their goal an equal amount of tobacco as sold last year.

When you consider the fact that tobacco sold on this market comes from approximately 20 Tarheel counties and from as far away as Virginia and South Carolina, you're forced to admit that the goal might be reached.

Farmers don't travel that far with a load of tobacco just for sight-seeing.

Wastage of Land Is National Disgrace

Dr. Francis P. Gaines, president of Washington and Lee University, Lexington, Va., told the American Plant Food Council convention last month that America's wastage of land is "not far short of a national disgrace, and the reclamation of our land is perhaps our foremost problem, economic, social, and political."

"In all history, I suspect, there is no such record of wastefulness of soil as may be fairly charged against Americans," he said. "Because the land was plentiful, because many sections, notably our Southern states, relied upon ignorant labor and because democracy itself, lacking the agencies of coercion that despotism employs, relies upon education and persuasion—for a number of reasons we have despoiled the beautiful land as no other people have ever done."

Dr. Gaines emphasized that "soil was the first frontier, remains the foremost frontier and will perhaps be the final frontier of our dreaming."

"To conquer this frontier, not on the

far horizons of a yet unmastered world but here in the wastelands of our own folly, to make this frontier friendly and servicable again is to make our own economy secure," he said. "No civilization is even approximately safe that does not derive from productive soil. But there has come suddenly before our eyes a far greater vision.

"To conquer this frontier of our wastelands may save the world," he said, adding that "it is hunger that drives men to desperation" and "makes man cheerfully accept slavery."

He pointed out that "to conquer our frontier of the wasted lands may be far more than to guarantee our security; this achievement may mean food to the world" and "only a world that has been set free from hunger will ever accept our ideals of freedom and of justice and of peace."

Could Be Prevented

Every year \$100,000,000 worth of farm equipment and stock is destroyed by fire. Adequate fire protection measures would prevent this. An electric water system, with ample capacity and pressure all the time, is the basis for prevention of fire losses on the farm. With ready water pressure and plenty of water to stop the blaze, you need have no fear that fire will ruin your home and destroy your farm and livestock.

Sell Your Tobacco
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LUTHER CLARK
Sales Supervisor

CATTLE MARKETING PLAN ANNOUNCED

At the request of many farmers and stock raisers, the North Carolina Department of Agriculture plans to expand the marketing facilities for beef cattle in Western North Carolina during the coming season, beginning during the late summer and continuing during the fall months. Shipping centers will probably be set up at Clyde, Haywood County; West Jefferson, Ashe County; and either at Boone or North Wilkesboro and probably other points. T. Lenoir Gwyn, of Waynesville, and Harry Hamilton, of Boone, both of whom are employed by the Department of Agriculture as beef cattle marketing specialists, will handle the grading and shipping of cattle in truck and carload lots.

Livestock men have felt for a long time that the present system of marketing is inadequate, especially during the heavy seasonal movement of cattle in the fall months, and that a wider distribution for better grades could and should be worked out. They also have felt that a closer and more direct contact might be established between the producing and feeding areas that would benefit all parts of the state.

Where individual farmers own as many as a carload of uniform cattle, they can, of course, handle their own cattle, either by selling direct or shipping to terminal markets. There are, however, only a few farmers who are in a position to do this. A large majority of the cattle owned and grazed in Western North Carolina are in lots of less than a carload and of different weights, grades and quality. By having shipping days at these points, farmers can pool their cattle, have them graded in uniform lots and sell direct to purchasers or ship them, whichever seems better. By so doing, it will be possible to get better prices, the cattle can be handled more efficiently, and excessive expenses avoided.

In former years, buyers would come to Haywood and other counties and buy hun-

dreds of cattle to go to the Valley of Virginia for feeders and to Lancaster and Baltimore. A great many feeders prefer to buy their cattle direct from the farmers, provided they can get uniformly graded cattle in carloads. These buyers will be glad to come again if they can be assured of getting what they want.

This marketing plan is intended to supplement all existing agencies and to provide additional outlets for better grades of stockers, feeders, heavy steers for slaughter and stocker calves. The Department of Agriculture has set up a fund for handling shipments so that mixed shipments can be paid for when loaded, and there will be no charge except a small service fee to cover cost of weighing, loading, bedding cars, etc. This will not exceed \$1.00 per head and probably will be less.

Another project that the Department expects to start this year is to buy and hold the better heifer calves of the different beef breeds and resell them at cost to farmers who may want them for breeding purposes rather than let them go to butcher markets for slaughter. Farmers and stock raisers who wish to avail themselves of this cooperative shipping should get in touch with either Harry Hamilton or T. L. Gwyn and furnish them a complete description of the cattle they will have for sale this summer and fall.

Now Is Good Time To Prepare For Canning

Housewives should begin now to round up their canning equipment and get it in order, says Miss Ruth Current, State home demonstration agent for the State College Extension Service.

"It's just as important to conserve food this year as it was any year during the war," Miss Current said. "Canning should be done by a budget and according to the number in the family."

Now is a good time to count jars and buy new ones if necessary, the home agent continued. There will be need for a water bath canner with rack. The gauge on the pressure canner should be checked for accuracy and safety, and jars, caps, and rings should be in readiness when strawberries, cherries, garden peas, and early corn ripen.

The Home Demonstration Division of the N. C. Agricultural Extension Service will be glad to supply a canning bulletin to anyone who writes for it, Miss Current stated.

Say you saw it in
THE CAROLINA FARMER

Child's Bedside Lamp Provides Fun and Utility

Since first introducing the plain model Lazy-Lite last fall, a new juvenile bedside lamp, called the Mother Goose Lazy-Lite, has been developed and is now being offered by the Hungerford Plastics Corporation, Murray Hill, New Jersey. This new lamp has some unusually interesting features which should appeal both to children and to their parents. First, this light is turned on and off in a manner not found in any other children's lamp. You just push down the translucent plastic shade at



either end and a 7-watt bulb lights up. Tilt the shade at the opposite end and a second similar bulb is lighted. Thus one bulb can be turned on as a night-light, or both can be used for greater illumination. To turn the lights off, tilt the shade again in the same way. There is no chain, button, key, or other conventional switch. It's fun to tilt the shade, and the smallest child can do it with complete safety.

A second feature is that a group of well-known Mother Goose figures are molded in bold relief on the shade. Humpty-Dumpty, Mary and Her Little Lamb, Little Jack Horner, and five other old favorites are there. Then, to complete the picture, each lamp is accompanied by an attractive Bedtime Story Book, containing the adventures of the eight figures. We can picture Mother or Dad reading the stories aloud while the youngsters find the corresponding characters on the shade.

This unique lamp is offered in pink for girls and blue for the boys. It is made entirely of plastic except for the concealed electrical mechanism and is packed, with the story book, in an attractive gift box on which are printed the same figures that appear on the lamp. Ideal as a bedside lamp, the Mother Goose Lazy-Lite should prove helpful too in nurseries and play rooms, since a groping hand turns it on at the first touch. This looks like a very promising piece of equipment for the forward-looking home, retail priced at \$4.00.

The average farm family needs about 30,000 gallons of water a year for all laundry work. Electricity will pump and carry it for only a few cents a week.

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Whiteville Is Leading Again

By DAVE NEILSON

BASED on averages and pounds sold in previous years, and the estimated amount for this season, the Whiteville Tobacco Market's nine warehouses will pay out an estimated fifteen million dollars to growers during the 1948 season, according to Dave S. Neilson, sales supervisor on the big market.

Following up after two of the most successful seasons in the 34 year history of the Whiteville market in 1946 and '47, the warehousemen on the three sets of buyers market are predicting a banner year again in 1948. Last season, and in 1946, the Whiteville market stepped up in the standings of the 80 markets in the Bright Leaf world by jumping from number 13 to 11th place. In this position, the local market exceeds all markets in Columbus and adjoining counties by a wide margin.

Experienced buyers and auctioneers are present on the Whiteville market and continuing with the sales that opened on the most important day for all agricultural towns . . . the opening of the tobacco season, August 3rd. Almost all of the buyers on the Whiteville market have had a wide experience in the field of buying and take the responsibility for their companies of buying the choicest leaf for the high dollar. A good example of Whiteville's popularity among the buyers is noted in the fact that many of the oldest buyers have been requesting to buy on the Whiteville market year in and year out.

The same friendly and reliable warehousemen are again on the local market; Bert Moore at Moore's; Dial Gray, Jack Neal, and L. R. Jackson, at Farmers and Tuggle's; Buck Peay and A. O. King at Planters; Oliver and John Nelson at Nelson's; Raymond and Gaither Crutchfield at Crutchfield's; Blair and Latane Motley at Brook's; and Townes Lea and Walter Pierce at Lea's No. 1 and 2. Whiteville has always boasted of having "local warehousemen to serve local farmers" and throughout the years have satisfied thousands of growers with their service and prices.

The nine warehouses in Whiteville have a total selling space of over 500,000 square feet, which is 30 per cent more than in 1946. With this amount of floor space and the new ruling concerning the "average allotment" of 50 pounds on each basket the local market is able to handle 30 per cent more leaf at each sale.

With prize houses and re-drying plants being remodeled every season the Whiteville Tobacco market is being classed as the fastest growing market in the Border Belt and second to none in the state. The

Virginia Tobacco Company and the Whiteville Tobacco Company have their own facilities, while the remaining companies are comfortably housed in individual warehouses on the market. All of the companies operated last year in this manner and were highly with their accommodations on the local market as they had access to easy shipping outlets and ample space for storage of leaf bought on sale each day.

The town of Whiteville itself presents a much different picture for the 1948 season. Thirteen new businesses have located in the growing city, referred to as the Farmer's Town and Market, including two modern and air conditioned restaurants. A total of five restaurants and three grills now comprise the eating establishments for Whiteville and should easily handle the many visitors and workers on the market. At the same time the merchants have filled their stores with the most up-to-date and first line merchandise available from the far corners of the buying world. Whiteville this season can afford the grower all the comforts necessary to make it the truly finest "shopping and trading center in the two Carolinas."

Every morning at 6:30 to 6:45 over station W.E.N.C. in Whiteville the daily tobacco reports are given by Dave S. Neilson, sales supervisor, Monday through Friday. The program includes the best possible "hill-billy" records available for the listeners pleasure and news of the tobacco market interspersed. Again at 6:30 in the evening the Whiteville Tobacco Market prices offered on each day's sales are given. Whiteville's reports are accurate and sworn to as being authentic for inspection by growers or any interested party.

With nine daily sales, growers can come to Whiteville, sell their load of tobacco, and return home the same day. Banking facilities are the best in North Carolina

with the Waccamaw Bank ready to serve the growers with all services necessary. Whiteville's drawing power in selling tobacco of 200 miles is based on the fact that growers from all sections realize that there is no finer town and market in any state than Whiteville, North Carolina.

Since the opening date the Whiteville Tobacco Market has paid out over \$5,000,000 to growers who are selling on the most progressive market in the U. S.

Bulletin Is Published on Tobacco Barn Construction

A new 24-page bulletin on "Flue-Cured Tobacco Barn Construction" has just been released by the State College Extension Service and is available free upon request to the Agricultural Editor, State College Station, Raleigh.

The publication, prepared by R. R. Bennett, Extension tobacco specialist, points out that the high fuel and insurance cost involved in curing tobacco emphasizes the importance of proper barn construction.

"In many cases," Mr. Bennett declares, "tobacco barns are being operated with holes in the gable ends, openings under the leaves between the rafters, and ridge ventilators that cannot be closed. In practice and under experimental conditions, it has been found that this open condition of the barn is both expensive and unnecessary."

From the standpoint of efficiency and low heat loss, the old log barn is still one of the best if properly constructed, although wasteful of timber, the specialist adds.

Seventeen detailed drawings give step-by-step information on the construction of various types of barns. Suggestions for eliminating fire hazards in barn construction appear at the end of the publication.

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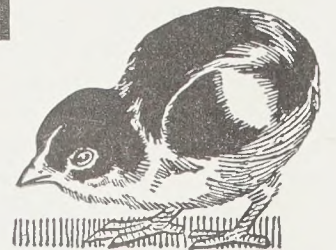
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ACROSS THE EDITOR'S DESK

1947 Was Record Year for Tobacco Production

More flue-cured tobacco was produced throughout the world last year than in any other 12 months in history, reports C. Brice Ratchford, Extension farm management specialist at State College.

Quoting figures released recently by the Foreign Agricultural Relations Office of the U. S. Department of Agriculture, Mr. Ratchford said the total 1947 flue-cured crop reached 1,824,000,000 pounds, exceeding the previous record, set in 1946, by 9,000,000 pounds.

The 1947 production, he continued, was 18 per cent greater than the 1945 crop and 37 per cent larger than the 1935-39 average.

Countries showing an increase in 1947 production over the previous year were Italy, China, Southern Rhodesia, Australia, New Zealand, and the Union of South Africa. Countries showing a slight decrease were the United States, Canada, India, and Brazil, the Canadian reduction having been caused by an early frost.

Production in virtually all countries in 1947 was considerably higher than in 1945 and preceeding years. Mr. Ratchford said.

Of the total crop of 1,824,000,000 pounds, the United States produced 1,331,346,000 pounds. Second largest producer was China, followed by Canada, India, and Southern Rhodesia.

Increase Needed in Bee Numbers

North Carolina beekeepers need to increase the number of bees per colony if they are to bring honey production up to the level desired, says W. A. Stephen, beekeeper for the State College Extension Service.

Maybe we have enough colonies, but certainly we haven't enough bees," Mr. Stephen said. "If we sincerely look for better things in apiculture we will look towards increased colony production. We know how to produce 10 times as much honey from each colony as we are now producing."

The number of bee colonies in the State has declined from about 250,000 at the beginning of the century to about 173,000 today, the Extension worker stated. Not only that, he continued, but production per colony is not what it should be.

In 1859, the specialist said, honey production in North Carolina averaged 10

Our Great America ☆ by Mack



pounds per colony. In 1915 the average was 42 pounds, highest on record. In 1947, generally considered a good year, the average was only 36 pounds. This figure, Mr. Stephen said, could be increased very easily by putting more bees in each colony.

Information on increasing bee colony populations and other phases of beekeeping may be obtained from any county agent or from Mr. Stephen at State College.

Good Practices Pay for Iredell Farmer

Following recommended agricultural practices has proved to be profitable for C. A. Benfield, Iredell County farmer, according to T. K. Jones farm management analyst at State College.

Greatly increased crop yields, larger income, and better living conditions are some of the rewards which Mr. Benfield has obtained by using Extension Service recommendations on his farm.

When Mr. Benfield moved on his 100-acre farm near Mooresville a few years ago, the land was in a run-down condition. All the timber had been cut off,

and the fields were growing up in weeds, broom sedge, and small pines. Erosion was taking a heavy toll of the remaining topsoil.

In 1942 Mr. Benfield was selected as a demonstration farmer to cooperate with TVA in testing high-analysis fertilizer materials and with the North Carolina Agricultural Extension Service in following recommended farming practices to demonstrate the improvements which could be made in farm and home living.

Since that time, a complete terracing system has been built including meadow strips and proper outlets in every field on the farm. On one badly eroded field, four acres of kudzu were planted, and on another four-acre field pines were set out. Three acres of alfalfa have been seeded and seven acres of good permanent pasture established. Plans have been made to seed more improved permanent pasture and to construct a fish pond.

As a result of these practices, per acre yields have been increased from 12 to 50 bushels for corn, 300 to 500 pounds for cotton, and 14 to 25 bushels for wheat and oats. All feed for livestock is grown on the farm. Four to six high-producing registered Jersey cows are kept and the pigs are sold at weaning time.

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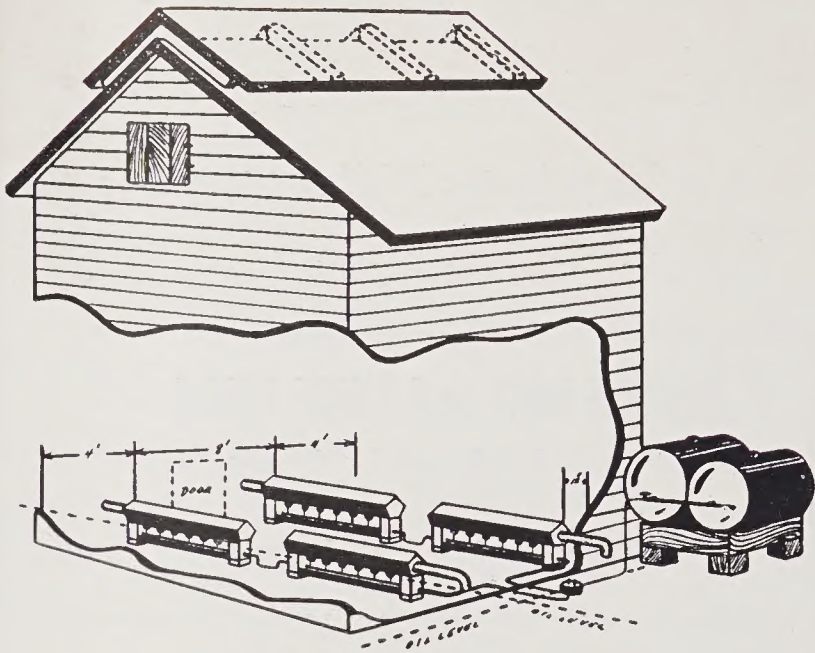
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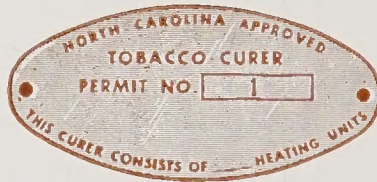
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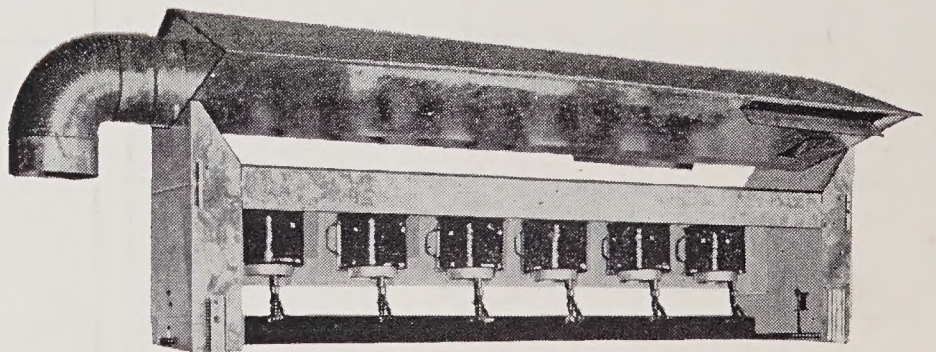


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